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RE Application: 09/051,624 Examiner: Suzanna M. Meinacke Diaz  
Filing Date: 05/08/2001 Art Unit: 3623  
Inventor: Paul Raposo Title: Benchmarking Surveys

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IDS Form 1449 PTO List of References cited & documents 33 pages  
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PTO/SB/21 (09-04)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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## TRANSMITTAL FORM

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Total Number of Pages in This Submission

39

Application Number

09/851,624

Filing Date

05/08/2001

First Named Inventor

Paul Raposo

Art Unit

3623

Examiner Name

Suzanna M. Meinecke Diaz

Attorney Docket Number

### ENCLOSURES (Check all that apply)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Fee Transmittal Form                             | <input type="checkbox"/> Drawing(s)                                       | <input type="checkbox"/> After Allowance Communication to TC                            |
| <input type="checkbox"/> Fee Attached                                     | <input type="checkbox"/> Licensing-related Papers                         | <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences     |
| <input type="checkbox"/> Amendment/Reply                                  | <input type="checkbox"/> Petition   | <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) |
| <input type="checkbox"/> After Final                                      | <input type="checkbox"/> Petition to Convert to a Provisional Application | <input type="checkbox"/> Proprietary Information  |
| <input type="checkbox"/> Affidavits/declaration(s)                        | <input type="checkbox"/> Power of Attorney, Revocation                    | <input type="checkbox"/> Status Letter  |
| <input type="checkbox"/> Extension of Time Request                        | <input type="checkbox"/> Change of Correspondence Address                 | <input type="checkbox"/> Other Enclosure(s) (please identify below):                    |
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| <input type="checkbox"/> Certified Copy of Priority Document(s)           | <input type="checkbox"/> CD, Number of CD(s) _____                        |   |
| <input type="checkbox"/> Reply to Missing Parts/Incomplete Application    | <input type="checkbox"/> Landscape Table on CD                            |   |
| <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53 |   |   |

Remarks

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Application # 09/851,624

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application of: Paul Raposo

Art Unit: 3623

Appl. No.: 09/851,624

Examiner: Suzanna M. Meineke Diaz

Filed: 05/08/2001

Title: Benchmarking Surveys

Commissioner for Patents  
Alexandria, VA 22313

**CONTENT OF INFORMATION DISCLOSURE STATEMENT**  
**UNDER § 1.98 (a) (3) (i)**

Dear Sir:

Applicant submits herewith patents, publications and/or other information (attached hereto and listed on the attached Form PTO-1449) of which he is aware pursuant to his duty of disclosure in accordance with 37 CFR § 1.56.

This Information Disclosure Statement is filed, as far as is known to the undersigned, before the mailing of a first Office Action after the filing of a Request for Continued Examination under 37 CFR § 1.114. 37 CFR § 1.97(b)(4).

The references listed on attached form 1449A/PTO, are references of which the applicant is aware pursuant to his duty of disclosure in accordance with 37 CFR § 1.56.

Additionally, the following is information of which the applicant is aware pursuant to his duty of disclosure in accordance with 37 CFR § 1.56.

***Online Survey Sites***

The following online survey sites were known:

**Click-to-Market**

Click-to-Market, founded in 1998, launched in December 1999. Click-to-Survey is an online tool to create online surveys and data-collection forms and to view results online. <http://www.clicktomarket.com>

**Informative**

Founded in 1996, Informative provides online, real-time information solutions. Its primary focus is helping online companies learn from visitors to their web sites. SurveyBuilder.com is Informative's online survey tool.

### **Insight Express**

Launched by NFO worldwide in Oct 1999 to create online surveys and deliver them to selected demographic group (or own list). Insight Express is positioned as an easy survey tool for fast feedback.

<http://www.insightexpress.com/>

### **Quick Take**

QuickTake.com, launched Feb. 2000, is a service offered by Greenfield Online. It is a do-it-yourself survey tool to get feedback from Internet users.

<http://www.quicktake.com>

### **Zoomerang**

Zoomerang, a division of Market Tools was survey site launched Nov. 1999. Its free service offers flexible survey design and deployment and has attracted many low-end users.

<http://info.zoomerang.com/>

### **QuickQuery**

Not much is known

### **MessageMedia**

Not much is known

### **CustomerCast**

Not much is known

## ***eResearch Firms***

Known eResearch firms include:

- Burke Marketing Research
- Greenfield Online (and QuickTake.com)
- Harris Interactive (including QuickQuery, Quick Screener, QuickInsights and Intermedia Pulse)
- M/A/R/C Research
- Market Tools (and Zoomerang)
- NFO Interactive
- Survey.com

## ***Survey Software Companies***

Survey software packages aid in the creation of surveys, and in the collection and, to some extent, management of data from respondents. These "shrink-wrap" applications run on personal computers and over networks, yet they are not web-centric. Survey software companies include:

- Catapult System's Inquisite
- Computers for Marketing Corporation (CfMC)
- Marketing Master's Survey Said
- Mercator's Snap
- Perseus's Survey Solutions
- Raosoft's Survey Win
- Scantron's Survey Pro

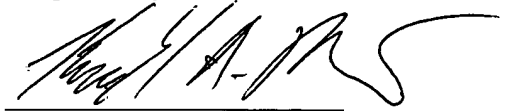
Pursuant to 37 C.F.R. § 1.97(g), the filing of this Information Disclosure Statement shall not be construed as a representation that a search has been made. Furthermore, pursuant to 37 C.F.R. § 1.97(h), the filing of this Information Disclosure Statement shall not be construed to be an admission that the information cited in this statement is, or is considered to be, material to patentability, as defined in 1.56(b). The filing of this Information Disclosure Statement is not intended to constitute an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

It is submitted that the Information Disclosure Statement is in compliance with 37 C.F.R. § 1.98 and MPEP § 609 and the Examiner is respectfully requested to consider the listed references.

Sunnyvale, CA

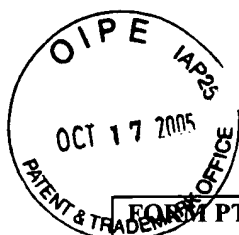
Date: October 14, 2005

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Kendyl A. Roman', written over a horizontal line.

Kendyl A. Roman

Phone: 408-739-9517



<b>Form PTO-1449 (Modified)</b> U.S. Dept. of Commerce Patent and Trademark Office (Rev. 7-80)	Atty. Docket No: <b>Benchmark</b>	Appl. No: <b>09/851,624</b>
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<b>LIST OF REFERENCES CITED BY APPLICANT</b>	Applicant: <b>Paul Raposo</b>
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(Use several sheets if necessary)	Filing Date: <b>05/08/2001</b>
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### U.S. PATENT DOCUMENTS

Examiner Initials		Document Number	Date	Name	Class	Subclass	Filing Date

### OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

Examiner Initials	Date(s)	Title	URL of Web Page
	08/16/2000	Clicktomarket web site	<a href="http://web.archive.org/web/*http://www.clicktomarket.com">http://web.archive.org/web/*http://www.clicktomarket.com</a> , retrieved 08/29/05
	04/29/1999-09/15/2000	Customercast web site	<a href="http://web.archive.org/web/*http://www.customercast.com">http://web.archive.org/web/*http://www.customercast.com</a> , retrieved 08/29/05
	01/24/2000	Insightexpress web site	<a href="http://web.archive.org/web/*http://www.insightexpress.com">http://web.archive.org/web/*http://www.insightexpress.com</a> , retrieved 08/29/05
	11/10/1999	Messagemedia web site	<a href="http://web.archive.org/web/*http://www.messagemedia.com">http://web.archive.org/web/*http://www.messagemedia.com</a> , retrieved 08/29/05
	12/05/1999	Quickquery web site	<a href="http://web.archive.org/web/*http://www.quickquery.com">http://web.archive.org/web/*http://www.quickquery.com</a> , retrieved 08/29/05
	02/29/2000	Quicktake web site	<a href="http://web.archive.org/web/*http://quicktake.com">http://web.archive.org/web/*http://quicktake.com</a> , retrieved 08/29/05
	04/29/1999	Surveybuilder web site	<a href="http://web.archive.org/web/*http://www.surveybuilder.com">http://web.archive.org/web/*http://www.surveybuilder.com</a> , retrieved 08/29/05
	11/29/1999-03/01/2000	Zoomerang web site	<a href="http://web.archive.org/web/*http://www.zoomerang.com">http://web.archive.org/web/*http://www.zoomerang.com</a> , retrieved 08/29/05
Examiner	Date Considered		

\* Examiner: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.